

## WHAT IS CLAIMED IS:

1. An electronic shopping system for enabling a user to purchase one or more commodities by way of a network,  
5 said system comprising:

a private information input means for inputting private information on the user as well as an image of the user; and

an image superimposing means for processing the image  
10 of the user based on the private information input by said private information input means, for superimposing the processed image of the user upon an image of a commodity specified by the user so as to produce a composite image, and for providing the composite image for the user.

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2. The electronic shopping system according to Claim 1, wherein the input private information is size information on one or more sizes of the user, and said image superimposing means processes the image of the user  
20 image according to the size information and superimposes the processed image of the user upon the image of the commodity specified by the user so as to produce a composite image.

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3. The electronic shopping system according to Claim 1, wherein said image superimposing means performs image processing on the image of the user so that the image can be displayed in the same colors as those in which the image of the commodity is displayed.

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4. The electronic shopping system according to Claim  
2, wherein said image superimposing means performs image  
processing on the image of the user so that the image can  
be displayed in the same colors as those in which the image  
5 of the commodity is displayed.

5. The electronic shopping system according to Claim  
2, wherein said image superimposing means enlarges or  
reduces the image of the user so that the image has the  
10 same scale as the image of the commodity specified by the  
user and then superimposes the enlarged or reduced image of  
the user upon the image of the commodity..

6. The electronic shopping system according to Claim  
15 1, wherein the composite image produced by said image  
superimposing means is a three-dimensional composite image.